CANDIDATE INFORMATION PACK

World Cancer Research Fund

Events and Community Fundraiser  Closing date: 5pm, 24th November 2023

This pack includes:

- WELCOME LETTER
- WCRF ORGANISATIONAL VALUES
- ABOUT THE ROLE
- JOB DESCRIPTION
- PERSON SPECIFICATION
- TERMS & CONDITIONS
- HOW TO APPLY
- EQUAL OPPORTUNITY MONITORING FORM
- JOB APPLICANT PRIVACY NOTICE

For more information about the organisation please visit our website: www.wcrf-uk.org
If you’re passionate about healthy living and health promotion, and want to see a world where no one develops a preventable cancer, why not consider joining us at World Cancer Research Fund UK?

Cancer currently affects one in two people in the UK but, as the cancer prevention experts, we know that about 40 per cent of cancers could be prevented.

World Cancer Research Fund UK champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can empower people to make informed lifestyle choices to reduce their cancer risk.

We are a member of the World Cancer Research Fund network of cancer prevention charities based in Europe, the Americas and Asia. As a network, we are a leading authority on cancer prevention through diet, weight and physical activity.

To meet our vision of living in a world where no one develops a preventable cancer, we need high quality and motivated employees from a mix of backgrounds and with a range of skills and experiences. In return, we aim to offer the best possible working environment for people so that talent is nurtured and developed.

Within this candidate pack you will find additional information about the role you are applying for and the benefits we offer.

To apply for this role, please complete and submit a CV, covering letter (maximum two pages) and the attached equal opportunities form. If you have any queries please contact Human Resources at hr@wcrf.org or visit our website at www.wcrf-uk.org.

On behalf of World Cancer Research Fund UK, we thank you for your interest in helping to prevent cancer and wish you the best of luck with your application.

Best wishes,
Human Resources
VALUES

EVIDENCE BASED
We are an authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.

INCLUSIVE
Everyone counts – we value, respect and trust each other.

INFLUENTIAL
We are collaborative, engaged and focused on maximising impact in all that we do.

INNOVATIVE
We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.

EMPOWERING
We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.
ABOUT THE ROLE

We are seeking an Events and Community Fundraiser who will be responsible for managing the delivery of our events and community fundraising programmes. This is a hands-on role and ideally you will be able to demonstrate how you have successfully delivered one or more of the following: running, challenge and/or outdoor events, fundraising campaigns or community fundraising programmes. You will be responsible for maximising participation in events and community fundraising activities, through effective promotion of the opportunities available, as well as representing the values and aims of the charity in community spaces, such as schools, churches and community groups.

Who you will be working with:
The postholder reports directly to the Events, Community & Digital Fundraising Manager and will work closely with other fundraising, health information and communications colleagues and other departments, when required, to support WCRF’s fundraising programmes. Relationship management is key to the success of this role and the postholder will have excellent stewardship skills, the ability to organise their work, work across platforms and channels to build rapport with supporters and stakeholders. The Events & Community Fundraiser will also be willing to undertake tasks to support the wider team.

World Cancer Research Fund UK’s Fundraising Department

What we are looking for:
- Experience of successfully delivering two or more of the following; running, challenge and/or outdoor events, fundraising campaigns or community fundraising programmes.
- A strong track record of marketing and/or promoting fundraising activity, building relationships, and managing administrative processes.
- Ability to organise self, prioritise varied workloads, plan effectively and work to tight deadlines.
- Experience of using social media channels and marketing tools such as X (Twitter), Facebook, Instagram, LinkedIn and Mailchimp in a fundraising or marketing environment
- Excellent communication and stewardship skills.
- Ability to work within a team, support others and build good working relationships with external and internal contacts.
- Confident public speaker, able to concisely present the aims of the organisation when presenting to schools, churches and community groups.
- Excellent IT knowledge and MS Office Skills.
- Passionate about fundraising and the Third Sector.
- An interest in and commitment to healthy living, health promotion and health-related organisations and nutrition.
**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>Job title</th>
<th>Events &amp; Community Fundraiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department</td>
<td>Fundraising &amp; Health Information</td>
</tr>
<tr>
<td>Reporting to</td>
<td>Events, Community &amp; Digital Fundraising Manager</td>
</tr>
<tr>
<td>Contract</td>
<td>Permanent</td>
</tr>
<tr>
<td>Location</td>
<td>London N1</td>
</tr>
<tr>
<td>Hours</td>
<td>37.5hrs per week – full time. We’re a hybrid working employer, meaning you’re required to come into the office 2 days per week, currently Tuesday and Wednesday or Thursday. The role is being advertised as full-time, but we would consider someone working 4 or 4.5 days per week pro rata.</td>
</tr>
<tr>
<td>Salary</td>
<td>£27,000 - £32,000 per annum, plus benefits</td>
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</tbody>
</table>

**Department Description**

The Fundraising Department is responsible for income generation to support our cancer prevention and research work. The fundraising department comprises legacy, individual giving, corporate partnerships, trusts and foundations, events and community, digital fundraising, direct marketing, and our supporter care team. The fundraising department reports to the Director of Fundraising & Health Information who is responsible for the two areas (FR And HI). The two departments work together as a team generating income to deliver our HI programmes.

**Main purpose of the role**

The Events & Community Fundraiser will be responsible for managing the delivery of specific fundraising programmes including; the London Marathon, skydiving, outdoor challenges, running events, fundraising campaigns and community fundraising, working within budget to maximise income and ROI.

This role reports directly to the Events, Community & Digital Fundraising Manager and works closely with the wider fundraising team, health information and marketing colleagues, as well as other departments (policy & science team), when required, to support WCRF’s fundraising programmes. Relationship management is key to the success of this role and the postholder will have excellent stewardship skills, the ability to organise their work, work across platforms and channels to build rapport with supporters and stakeholders. The postholder will be an enthusiastic individual who is comfortable representing the values and aims of the charity proactively and publicly. The Events & Community Fundraiser will also be willing to undertake tasks to support the wider team.

**Main duties and responsibilities**

<table>
<thead>
<tr>
<th>A</th>
<th>Running, Challenge and Other Outdoor events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Manage the London Marathon events team, ensuring that all participants are stewarded to the highest standard, inspiring them to engage and fundraise for WCRF. Lead on the organisation and logistics for the cheer stations on the event day.</td>
</tr>
<tr>
<td>2</td>
<td>Take ownership of the delivery of third-party running events, challenge events and outdoor events. Managing the production and distribution of event materials and events administration, including liaison with event organisers and participant sign ups.</td>
</tr>
<tr>
<td>3</td>
<td>Lead on and co-ordinate marketing activity, both online and offline, with a focus on increasing the number of participants per event.</td>
</tr>
<tr>
<td>4</td>
<td>Develop excellent relationships with event participants, improving retention rates, reducing participant attrition rates and maximise fundraising levels per participant across all events.</td>
</tr>
<tr>
<td>B</td>
<td>Community Fundraising</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------</td>
</tr>
<tr>
<td>1</td>
<td>Deliver the core activities relating to community fundraising, including; DIY Fundraisers, the Ambassador programme, community groups and community products (Big FruiTea and Fruity Friday).</td>
</tr>
<tr>
<td>2</td>
<td>Develop and grow the community fundraising programme, finding new ways to engage with the public, schools, community, and professional groups.</td>
</tr>
<tr>
<td>3</td>
<td>Support the Events, Community &amp; Digital Fundraising Manager to build and maintain strong relationships with our fundraising ambassadors and high value fundraisers, ensuring the support offered is second to none.</td>
</tr>
<tr>
<td>4</td>
<td>Confidently and proactively represent the values and aims of the charity in community spaces across the UK.</td>
</tr>
<tr>
<td>C</td>
<td>Fundraising campaigns</td>
</tr>
<tr>
<td>1</td>
<td>Work alongside the Events, Community &amp; Digital Fundraising Manager to deliver our Christmas card campaign with marketing, logistics and sales.</td>
</tr>
<tr>
<td>2</td>
<td>Support the delivery of core WCRF activity, within your area: delivering proactive online and offline marketing, recruiting and supporting participants, sourcing case studies, producing promotional materials and merchandise, and all central administration and attending events as required.</td>
</tr>
<tr>
<td>D</td>
<td>General</td>
</tr>
<tr>
<td>1</td>
<td>Ensure the database (Donors) is accurate and up to date, following all relevant financial processes to ensure that income is recorded accurately and thanked in a timely way and that all actions undertaken comply with the Data Protection Act.</td>
</tr>
<tr>
<td>2</td>
<td>Adhere to the Fundraising Code of Practice and Charities Act and other associated legislation and policy and to keep knowledge of legislation and best practice up to date.</td>
</tr>
<tr>
<td>3</td>
<td>Comply with World Cancer Research Fund’s policies and procedures</td>
</tr>
<tr>
<td>4</td>
<td>Participate and make positive contributions at fundraising and financial review meetings and bi-annual and creative review meetings.</td>
</tr>
<tr>
<td>5</td>
<td>Support and work closely with the Communications &amp; Engagement team, and the Social Media &amp; Marketing Officer and Media &amp; PR Officer to ensure that fundraising activity within your remit receive appropriate levels of publicity.</td>
</tr>
<tr>
<td>6</td>
<td>When necessary, support on other tasks relevant within the fundraising team and across departments within the organisation. Taking on new projects as WCRF in the UK grows, taking a flexible approach to work.</td>
</tr>
<tr>
<td>7</td>
<td>Keep abreast of developments in fundraising and the activities of other charitable organisations, identifying market gaps and new opportunities.</td>
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<tr>
<td>8</td>
<td>Support and gain experience of other WCRF departments.</td>
</tr>
<tr>
<td>9</td>
<td>Represent the charity as and when required and promote the work and programmes of WCRF.</td>
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</tbody>
</table>
# PERSON SPECIFICATION

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job.

<table>
<thead>
<tr>
<th>Experience</th>
<th>Application</th>
<th>Assessment</th>
<th>Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proven record of successful income generation from either the voluntary sector or able to demonstrate transferable skills from the commercial sector</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Experience of two or more of the following: running, challenge and/or outdoor events, fundraising campaigns of fundraising programmes</td>
<td>✓ ✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Commitment to collaborative teamwork, and an ability to build good working relationships with internal and external contacts</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>A strong track record of marketing and/or promoting fundraising activity, building relationships and managing administrative processes</td>
<td>✓ ✓ ✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Knowledge and technical skills</th>
<th>Application</th>
<th>Assessment</th>
<th>Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent IT knowledge and MS Office Skills</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</table>

<table>
<thead>
<tr>
<th>Social media</th>
<th>Application</th>
<th>Assessment</th>
<th>Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience of using social media and marketing tools such as X (formally Twitter), Facebook, Instagram, LinkedIn and Mailchimp in a fundraising or marketing environment</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Personal attributes</th>
<th>Application</th>
<th>Assessment</th>
<th>Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passionate about fundraising and the Third Sector</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Ability to organise self, prioritise varied workloads, plan effectively and work to tight deadlines</td>
<td>✓ ✓ ✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent communication and stewarding skills</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ability to support others and build good working relationships with external and internal contacts</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other requirements</th>
<th>Application</th>
<th>Assessment</th>
<th>Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>An interest in and commitment to healthy living, health promotion and health-related organisations and nutrition</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Willingness and ability to work flexible hours as needed including weekends</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
**TERMS & CONDITIONS**

**Salaries**
World Cancer Research Fund pays salaries into bank accounts once a month on the 26th of each month.

**Flexi-time scheme**
A flexi-time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours. Staff also need to take a lunch break of at least 30 minutes (staff can take up to a maximum of 2 hours for lunch). The core hours are 10.00am–4.00pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8.00am and 10.00am and leave between 4.00pm and 7.00pm. The daily minimum hourly requirement of 7.5 working hours per day plus lunch must be met; any extra time cannot be "rolled over" or "banked".

**Hybrid Working**
WCRF are currently operating hybrid working for all staff across the organisation. The office is open 3 days a week (Tues, Wed and Thurs) and full-time staff are required to be in the office at least 2 of these days each week.

**Annual leave**
World Cancer Research Fund’s annual leave year runs from 1 October to 30 September. Annual entitlement for full-time staff is in relation to length of service:
- Less than 1 year of continuous service at the beginning of a holiday year: 25 days (pro-rated to your start date)
- 1 year or more of continuous service at the beginning of a holiday year: 26 days
- 3 years or more of continuous service at the beginning of a holiday year: 28 days
- 5 years or more of continuous service at the beginning of a holiday year: 30 days

**Sick leave**
For full-time staff, World Cancer Research Fund allows up to 20 days sick leave in any rolling year without deducting pay. This allowance increases to 25 days sick leave plus 40 days half-pay after one years’ service.

**Pension plan**
WCRF contributes into an approved pension scheme, which is administered by Standard Life. Employees will be auto-enrolled into the scheme after 3 months and will contribute a minimum of 5% of their salary each month. WCRF will match the employee’s contributions of up to 5% of the employee’s salary each month.

**Private healthcare**
We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

**Dental cover scheme**
We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

**Life assurance and income protection**
We cover all employees from their first day of employment and provide cover, which is equal to 4 x the individual’s salary on death while employed alongside critical illness cover.
Permanent Health Insurance (PHI) scheme
All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week, are covered by the organisation’s Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

Season ticket loan scheme
Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee’s salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Cycle to work scheme
Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee’s salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Employee assistance programme
All employees, and their families, have access to a 24-hour confidential advice and support line.

Dog Friendly Office
We are currently running a trial, which gives staff the opportunity to bring their dog into the office one day per week (Wednesdays) subject to WCRF guidelines.

Development opportunities
World Cancer Research Fund has an annual appraisal process in place during which individual development needs are discussed and training needs identified.

Probationary period and notice period
The post-holder is subject to a 6-month probation period during which 1 weeks’ notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 1 months' notice period.
HOW TO APPLY

Recruitment timetable

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<table>
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<tbody>
<tr>
<td>Closing date for applications:</td>
<td>5pm, 24th November 2023</td>
</tr>
<tr>
<td>First round interviews:</td>
<td>w/c 4th December 2023</td>
</tr>
<tr>
<td>Second round interviews:</td>
<td>w/c 11th December 2023</td>
</tr>
</tbody>
</table>

To apply
You can apply for this vacancy by submitting a CV, covering letter (maximum two pages) and completed Equal Opportunities Monitoring Form. Your covering letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification and should also highlight how your skills and experience would benefit World Cancer Research Fund.

Your CV, covering letter and completed Equal Opportunities Monitoring Form can be submitted by email or post:

E-mail: hr@wcrf.org
Address: Human Resources
         World Cancer Research Fund
         140 Pentonville Road
         London N1 9FW
         UK
Phone: 020 7343 4200

If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.
EQUAL OPPORTUNITY MONITORING FORM

World Cancer Research Fund is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

Post applied for: 

Please tick the appropriate boxes below:

GENDER

Male ☐ Female ☐

DISABILITY
World Cancer Research Fund welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability as a physical or mental impairment which has a substantial and long term adverse effect on a person’s ability to carry out normal day-to-day activities. Having read this definition, do you consider yourself to have a disability?

Yes ☐ No ☐

ETHNIC GROUP
The categories indicated below are those recommended for use by the Commission for Racial Equality. How would you best describe your ethnic origin?

Bangladeshi ☐ Indian ☐
Black – African ☐ Irish ☐
Black – Caribbean ☐ Pakistani ☐
Black – Other (please specify) ☐ White ☐
Chinese ☐ Other (please specify) ☐

NATIONALITY

UK ☐
Other (please specify) ☐

Thank you for answering these questions.
JOB APPLICANT PRIVACY NOTICE

As part of any recruitment process, WCRF collects and processes personal data relating to job applicants. WCRF is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. WCRF collects a range of data about you which will include:

- Your name and contact details (including email address and telephone numbers);
- Details of your skills, qualifications, experience and employment history;
- Details regarding your current levels of remuneration and any work benefits entitlements
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process
- Information regarding your right to work in the UK and
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief

This information will be collected from your CV and/or cover letter on application to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal records checks as applicable.

HOW WE HANDLE THE DATA THAT IS SUBMITTED BY YOU

This data will be stored in an electronic format (including email) on our internal IT systems and also on paper within our HR Department. Your information may be shared internally for recruitment purposes with our recruiting managers, HR and IT team strictly for decision making purposes. We do not share your data with any third parties.

WHY WE PROCESS PERSONAL DATA

We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during the recruitment process to ensure that we make and keep records of the process. These records allow us to manage the process effectively, assess a candidate’s suitability for employment and decide whom to offer the roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

DISCLOSURE OF YOUR INFORMATION

WCRF may transfer your data outside of the European Economic Area. However, your data will be protected as well as it would be in the EEA. Internally we will protect your data through internal controls and policies to ensure that your data is not lost, accidentally destroyed, misused, and is not accessed by our employees except in the proper performance of their duties.

DATA RETENTION

We will retain your personal data for a period of 1 year after we have communicated to you our decision about whether to appoint you to the role. We retain the information for that period so that we can show, in the event of a legal claim that we have not discriminated against candidates on prohibited grounds that we have conducted the recruitment process in a fair and transparent way. After this period, we will securely destroy your personal data in accordance with the applicable laws and regulations

If your application is unsuccessful, we may keep your personal data on file for any suitable employment opportunities. We will seek your consent before we do so and you are free to withdraw your consent at any time by notifying us in writing.

WHAT IF YOU DO NOT PROVIDE PERSONAL DATA

You are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.
AUTOMATED DECISION-MAKING
Our recruitment process is not based on automated decision making and as such you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

DATA PROTECTION LEGISLATION (YOUR RIGHTS)
As a data subject, you have a number of rights including:
- Access to your data on request
- Require us to stop processing your data on demand
- Requires us to delete your data on demand
- To change any incorrect or incomplete data we hold on you
- Request the transfer of your personal data to another party

If you would like to exercise any of these rights or have any queries with the privacy notice, please contact: The HR Director, WCRF, 140 Pentonville Road, London N1 9FW.